

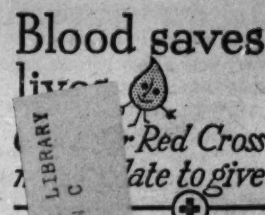


The Textorian

Weekly Publication of



Cone Mills Corporation



VOLUME XXIX No. 2

GREENSBORO, NORTH CAROLINA, FRIDAY, JANUARY 14, 1955

FOUR PAGES



LIFE SAVED—David Edward Tidwell, 16, at right, owes his life to the medical skill and knowledge which saw the necessity of blood transfusions when, last summer, his leg was mangled in the jaws of his father's combine. Blood was furnished through the Red Cross Program here. His father, E. E. Tidwell, employed in the White Oak Machine Shop, is shown here at left as he prepares to sign up to give blood when the Red Cross Bloodmobile visits the Cone Mills area on Wednesday, January 26. The blood program helps everyone. Give blood. The life you save may be someone dear to you.

Cone Mills Community To Donate Blood For Use In Greensboro

The men and women of Cone Mills community will have an opportunity to donate blood for patients in Greensboro hospitals when the Red Cross Bloodmobile is set up at the Proximity YMCA on Wednesday, January 26 from 11 a.m. to 4:30 p.m. Recruitment will be on a community basis rather than through the mills and offices as has been done on past visits.

Cone Toastmasters

Organizations working on promotion and recruitment are: Cone Toastmasters Club, Norman Pinkerton, president, with Fred Ziprik co-chairman for this special Blood Program project. Assisting them from the club with speaking engagements on the project are: George Nance, Wayne Cates and Ernest Robertson.

Y's Men, Ministers

Y's Men's Club, Wade H. Jenkins, president will make plans for working on recruitment at their meeting on Tuesday, January 18. Textile Ministerial Association, Rev. Harold Loman, president, is assisting. Patrick H. Winston, volunteer chairman of the Red Cross Blood Program in the Greensboro Chapter and Fred Ziprik met with the association on Wednesday, January 12 to present the need for blood and how this group may help with securing donors for this visit.

H. M. Angel, secretary of Cone YMCA and his staff are working on the visit. Mrs. Frances Funderburk, director of Women's and Girls' Work, and the four community clubs and two Matrons Clubs are assisting with recruitment and distribution of posters and other educational material. Gustav Ziprik (Continued on page 4)

Cone Mills Welcomes WFMV-TV Station

Cone Mills welcomes a new neighbor! WFMV-TV's new television station, which opened recently, is located very near the Cone Mills' Greensboro plants and offices. Just off Summit Avenue on Phillips Avenue, the TV building is on property formerly owned by Cone Mills Corporation.

Largest in South

The 13-acre tract now is the base for the largest station in the South devoted exclusively to television. On it stands the 39,000 square foot home for WFMV-TV.

Now open for public tours from noon to 6 p.m. on weekdays, the TV station has dozens of offices and several observation rooms and recreation rooms and two studios. (After February 1, guests will be welcome at any time.)

The major studio is 42 by 62 feet and is one of the largest in the South. It can seat up to 300 people at one time.

Every facility in the studio has been arranged so that the best in (Continued on page 4)

Proximity Y's Men Sponsor Blood Drive

Greensboro Blood Program will be sponsored locally by the Proximity Y's Men's Club, and will be set up at the Proximity YMCA for all the people in our community, both white and colored, for blood donations, beginning at 11:00 a.m., through 4:30 p.m., January 26.

Blood is collected by the Red Cross, and is kept in a Blood Bank for physicians, hospitals and patients who need transfusions. The blood is given to patients free of charge, and replacement is not mandatory. A pint of blood given today may be the means of saving a life tomorrow, and the life you save may be your own. There is no substitute available at the present time for human blood.

A full staff of doctors and nurses will be on hand to examine each one, and if there is any reason why they are not in condition to give it, the doctor will advise them. Normally a pint of blood is replaced in an individual's blood within a week or ten days after giving it; 150 to 200 pints of blood are urgently needed on this visit.

White Oak Credit Union To Have Meeting Tonight

A general meeting of White Oak Credit Union will be held Friday (today) at 7:00 p.m. at the White Oak YMCA for the purpose of electing new officers. All members of the White Oak Credit Union are urged to attend this important meeting.



YOUNG ARTIST—Jimmy Gwyn, right, son of Mr. and Mrs. H. Nathan Gwyn, 2402 Hubbard Street, is shown with Mrs. Hazel Brockman, who was his teacher last year in the first grade at Caesar Cone School. A painting (not the one shown here) done by Jimmy while in Mrs. Brockman's class has been purchased by the Gallery Collection of North Carolina Children's Art, Raleigh.

Jimmy Gwyn's Art Work Purchased By Gallery

Jimmy Gwyn, eight-year-old son of Mr. and Mrs. H. Nathan Gwyn, 2402 Hubbard Street, has received word that one of his paintings which was exhibited last year in the North Carolina Elementary School Art Exhibition at the State Art Gallery in Raleigh has been purchased for the Gallery Collection of North Carolina Children's Art. Jimmy's father is employed in the Winding Department at White Oak and his mother in the Spinning Department there.

Jimmy's painting of two figures was done while he was a student in the first grade at Caesar Cone. Mrs. Hazel Brockman was his teacher at that time.

In a letter from Lucy Cherry Crisp, Gallery director and executive secretary, was enclosed a check for \$5.00 and a note to Jimmy. This is the usual amount paid for the children's paintings. It was donated by Mrs. Isabelle Bowen Henderson of Raleigh.

The letter states:

December 17, 1954
The Principal
Caesar Cone School
Greensboro, North Carolina
Dear Mrs. Wall:

Each year, when the North Carolina Elementary School Art Exhibition is shown at the State Art Gallery, we purchase several of the drawings or paintings from the exhibit for our Gallery Collection of North Carolina Children's Art.

This year, one of the paintings selected for purchase was a painting of two figures by Jimmy Gwyn, who was a pupil in Grade 1 in your school last year. Mrs. Isabelle Bowen Henderson, of Raleigh, gave the money for this purchase, and we are enclosing here a note to Jimmy Gwyn enclosing a check for \$5.00, which is the amount always paid for the children's paintings purchased by us.

We will greatly appreciate your help in getting this enclosed note and check to Jimmy for us. We send to him and Mrs. Brockman and your school as well our congratulations and good wishes.

Sincerely yours,
Lucy Cherry Crisp
Gallery Director and
Executive Secretary

White Oak Club To Meet January 17

White Oak Community Club will hold its regular monthly meeting next Monday, January 17 in the ladies social room at the White Oak Y. The meeting will begin promptly at 7:30 p.m.

All members and others who would like to join this group are urged to attend this meeting.

Judith Kendrick Wins Tri-Hi-Y Club Prize

Ninth grade girls Tri-Hi-Y Club had their weekly meeting Monday night, January 10 at White Oak Y. Lynda McQueen presided over the meeting and Miss Maxine Allen read the devotional.

In the Tuberculosis Fund Drive a five-dollar prize was given to Judith Kendrick for selling the most T. B. crosses. Judith is the daughter of Mr. and Mrs. Vinard D. Kendrick, 2505 Spruce Street.

The club gave the money they made at their Christmas Dance to the World Service Fund. At every meeting each week, each member of the club brings a dime, food or clothing to give to some family that needs it.

After the club meeting the girls had their regular dancing lessons by Miss Allen.

Entre Nous Club Sees Demonstration

Entre Nous Club saw a demonstration of use of cosmetics by Mrs. C. Z. Adams of the House of Wakefield, a Greensboro firm. Mrs. John Medearis volunteered as model. She in turn received the entire set of cosmetics used in the demonstration.

Mrs. Martha MacKenzie reviewed a chapter in the book, "Office Etiquette."

Devotional was by Mrs. Medearis with "The Lord's Prayer" sung by Mrs. Pat Taylor. Miss Betty Bryant accompanied at the piano.

Card of Appreciation

The family of G. H. Hammer, Sr., 1930 Church Street, acknowledges with grateful appreciation the kind expressions of sympathy shown them in his recent death.



SELECT TV MODELS—This group of employees of Revolution Flannel Plant who have more than 25 years of service are shown as they met to select the models for the television show which will be on Sunday afternoon, January 23 at 4:45. The program will celebrate the 25th anniversary of Cone Eureka Velvelette. The committee members are, left to right, seated, Mrs. Lola Beaver, Weaving Department; Miss Rosa Wyrick, Winding Department; Mrs. Pearl Everage, Cloth Room; standing, Henry Beal, Weaving Department; Ernest Alston, general help; Lester Ferguson, Carding Department, and Shelton Brady, Weaving Department. Mr. Brady is chairman of the committee.

International Y Sun. To Be Observed Here

Cone Memorial YMCA will observe International YMCA Sunday, on January 30, in the various churches in this community. A fly-leaf or insert for church bulletins is ready for distribution, and many of the ministers have already secured theirs.

Each church may observe this Sunday in its 11:00 o'clock worship period in any way it chooses. Representatives from the YMCA, either in their local membership, or provided through the YMCA, at the recognition of this particular representative, may speak briefly on the work of the YMCA, and its program of cooperation with the local churches.

The Cone Memorial YMCA has been in operation in our local community for 33 years. The buildings are a memorial to the late Caesar Cone and Moses H. Cone, built by the Cone family, and opened for service to the employees, and dependent members of their families, of Cone Mills in 1922.

Cone Y Intramural Basketball League

The Intramural Basketball League got underway last week with great success. Lot of interest has been shown and everyone seems to be enjoying themselves.

There have been several close games and anyone who is interested in watching some good basketball should watch the schedule for future games. All games are played on Tuesday and Friday nights starting at 6:30. The White Oak Aces are now leading the league with 2 wins and 0 losses.

Standings for the league are:
Team Won Lost
White Oak Aces --- 2 0
Prox. Wildcats --- 2 1
Prox. Deacons --- 1 1
Prox. Dukes --- 1 2
W. O. Hustlers --- 0 2

SCHEDULE
Friday, January 15—Deacons vs. Hustlers at 6:30 p.m.; Wildcats vs. Aces at 7:30 p.m. to be played at the Proximity YMCA. Tuesday, January 18—Dukes vs. Deacons at 6:30 p.m.; Aces vs. Hustlers at 7:30 p.m. at Proximity YMCA. Friday, January 21—Hustlers vs. Dukes at 6:30 p.m.; Deacons vs. Wildcats at 7:30 p.m. at White Oak YMCA.

East White Oak Church Has Program

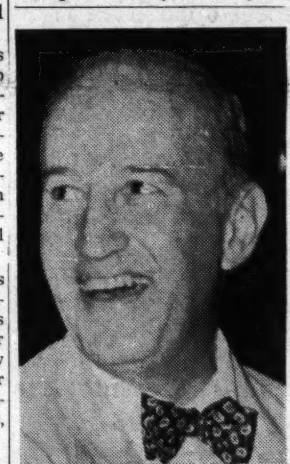
Layman's Day Program was held at East White Oak Baptist Church last Sunday afternoon. Dean J. C. McLaughlin, A. and T. College, was the speaker.

The Men's Chorus furnished the music. Mr. Robinson gave a solo.

Each layman inviting 10 men as their guests were C. A. Miller, Thomas Fewell, Theodore Donnell, Will A. Harrison, N. J. Moon, Robert Seible and T. A. Gant.

Employee Committee Chooses TV Models

A committee made up of employees of Revolution Flannel Plant who have more than 25 years service met last week to choose the models for the forthcoming television show celebrating the 25th anniversary of Cone Eureka Velvelette, printed cotton flannel produced at Revolution. The show will be at 4:45 p.m. Sunday, January 23, on WFMV-TV.



Y BOARD SPEAKER—Ben Cone, member of the Cone Mills Corporation board of directors, and former mayor of Greensboro will speak to the Cone Memorial YMCA board on Tuesday night, January 25 at 6:30. Wives and husbands of board members are invited to the dinner meeting, according to Ed Chambers, president. The nominating committee will present the slate of new officers. Moir Ayers will direct a group in singing.

Toastmasters Club To Meet January 17

Cone Toastmasters Club will hold its regular weekly meeting Monday, January 17 at White Oak YMCA at 5:30.

Those taking part will be Faye Gilbert, toastmaster; Walter Caviness, topic master; Kermit Henderson, evaluator.

Speakers will be Byron Calhoun, Harold Carpenter, Ernest Robertson and Wade Wylie.

White Oak Matrons To Meet Wednesday

Regular monthly luncheon meeting of the White Oak Matrons will be held Wednesday, January 19, in the Ladies Social Room of the White Oak YMCA at 11:00 a.m.

The handwork for this month will be shell-craft earrings. Members are urged to call Mrs. Frances Funderburk at 9621 or 2-5940 for reservations by Tuesday noon, January 18. Non-members who are interested, are cordially invited to visit and join. Baby sitter is available for 25 cents.

In Hospital

Mrs. Lois Hutchison is a patient at Moses H. Cone Memorial Hospital. Visitors are allowed.

Cone Maids, Cone Quartet

In addition to the appearance of the local people as models, the show will feature singing by the Cone Maids and the Cone Mills Quartet. Both groups will wear garments of Cone Eureka Velvelette.

Employees to Model

Models are either children or grandchildren of Revolution employees or are themselves employees of Revolution.

Chris Hammer, four-year-old son of Mr. and Mrs. G. H. Hammer, Jr., 2003 Shober Street, will model pajamas of Cone Eureka Velvelette. His father is employed in the Weaving Department and his mother was employed in the Spinning Department until last August. Chris' grandfather, the late Gurney Hammer, was employed in the Carding Department for 26 years.

Brenda Carter, age seven, will also model pajamas of Cone Eureka Velvelette. She is the daughter of Mr. and Mrs. W. E. Carter of 108 Adams Street. Her grandfather, L. L. Carter is gate keeper at Revolution and her grandmother is employed in the Spinning Department.

Truman Jerome Caddell (Bubber), son of Mrs. Cora G. Caddell, 1801 Water Street, will also model pajamas. Bubber's mother is a spare hand at Revolution.

Another model will be Dara Strickland, daughter of Mr. and Mrs. Clarence Strickland, both employees of Revolution Flannel Plant. Her father works in the Shipping Department and her mother in the Weaving Department. Dara lives at 1902 Poplar Street and is a student at Senior High School.

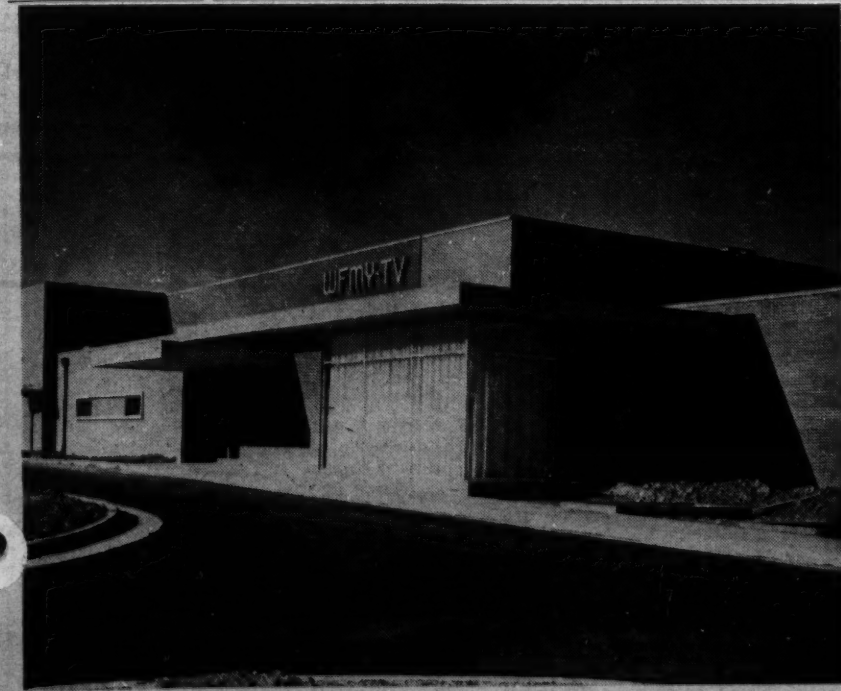
Larry Harris, 16-year-old son of Mr. and Mrs. Clifton Harris, will also model pajamas of the local product. He is a student at Senior High School and lives at 2314 Maple Street.

Mrs. Everette Hinson, 2306 Maple Street, who has had 26 years service at Revolution Flannel Plant's Finishing Department, will also be a model.

Paul Squires, 103 Newlyn Street, employed in the Weaving Department at Revolution, has been chosen to model the adult man's Velvelette garment.

Employee Committee

Serving on the committee to choose the models are Shelton Brady, chairman, employee in the Weaving Department of Revolution Flannel Plant who has been with the company since 1917; Henry Beal, Weaving Department, 1904; Lester Ferguson, Carding Department, 1916; Mrs. Lola Beaver, Weaving Department, 1921; Miss Rosa Wyrick, Winding Department, 1921; Mrs. Pearl Everage, Cloth Room, 1920, and Ernest Alston, truck driver, 1919.



NEW NEIGHBOR—Here is a view of the entrance of WFMV-TV's new television station located just off Summit Avenue on Phillips Avenue. The 39,000 square foot building stands on a 13-acre tract formerly owned by Cone Mills.



STUDIO SCENE—Silhouetted cameramen and cameras make the foreground for this view of one of the studios at WFMV-TV. Charles Harville is doing a program here.

THE TEXTORIAN

Published every week except Summer Vacation and Christmas Weeks
LELAH NELL MASTERS MANAGER
ROBERT WEAVER ASSISTANT
 Entered as Second Class Matter, January 28, 1928 at Postoffice,
 Greensboro, N. C., under Act of March 3, 1897.

GREENSBORO PLANTS

PROXIMITY
 PRINT WORKS
 WHITE OAK



REVOLUTION
 (Flannel and Rayon)
 GUILFORD PRODUCTS

OTHER PLANTS REPRESENTATIVES
 Edna Reidsville Elizabeth Harviel
 Eno Hillsboro Edna S. Ellis
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 Minneola Gibsonville Opal S. Isley
 Randleman Randleman Roger Johnson
 Salisbury Salisbury Pauline Safrit
 Pineville Pineville Mary Robinson and Inez Culp



(*Officer American Association of Industrial Editors)

No communication of any sort or description, whether news or expression of opinion upon any topic, will be published unless accompanied by real name of writer. The name, however, will not be published unless consent is given.

FRIDAY, JANUARY 14, 1954

Ultimate Effects

It is putting it mildly to say that the Governor and General Assembly are really on the spot. The problems facing them in connection with appropriations and revenue are most difficult and it makes little difference which direction any of them turn they will be criticized.

We believe it is the general consensus of opinion throughout the state that the Governor was farsighted and courageous in advocating a specific type of program when he addressed the General Assembly. This is a little unusual but certainly bears the earmarks of efficiency as it will enable the General Assembly to begin to function on a concrete basis during the early stages of its present session.

Just about everybody advocates economy in the state government, and yet, any proposal to reduce appropriations or hold down appropriations would meet opposition from some people.

It is also very evident, regardless of how many economies can be effected in the state government, that more revenue will be needed. That will mean additional taxes. Naturally, any proposals or legislation that calls for additional taxes will bring forth opposition.

The problems of revenue and appropriations must be solved. We hope that those entrusted with this great responsibility will approach these problems in a statesmanlike manner, keeping in mind at all times the general, overall welfare of the state.

The General Assembly must be patient and tolerant but at the same time they must solve the problems one way or another. The people in the state likewise must be appreciative of the challenging responsibilities that North Carolina has placed upon the Governor and the members of the General Assembly.

Consideration of ultimate effects should be the dominant factor.



LISTEN AMERICANS!

... by Dr. George S. Benson
 DIRECTOR - NATIONAL EDUCATION PROGRAM
 Searcy, Arkansas

Good people are slow to believe evil of others. This is a characteristic of Americans, who have grown up in an atmosphere of freedom, neighborliness, family devotion and dedication to high Christian ideals. Especially is it difficult for church-going Americans to believe the horrible facts about Communism. The Communists know this and are pleased and aided by it.

In spite of powerful resistance from left wingers and dupes, a number of Congressional committees are continuing to expose to the American people the evils of Communism, how it is engulfing the world, and how it is threatening our nation through thought-shaping propaganda and its network of spies and saboteurs.

The House Committee on Communist Aggression has sent me its latest report (House Report No. 2650) on a series of interviews it has just concluded in Europe with non-Communists who have escaped from Communist-held nations.

"It was a tragic parade of witnesses," the Committee reports, "people from another world, a dreadful world of mass murder, and anonymous graves; of concentration camps, torture prisons, slave labor camps and ever-present secret police; and hatred—hatred beyond the comprehension of us Americans."

"Mass deportations," the report says, "are a prime Communist technique of destruction. They serve as a forerunner of a life of misery in a slave or forced labor camp. More than 15,000,000 people are detained in such camps in the U. S. S. R. itself. Human slavery is an integral part of the economy of the U. S. S. R. and it is organized on a more absolute, ruthless and efficient basis than ever before known to mankind. Complete evidence and documentation in the form of maps, charts, and statistics covering this subject have been made a part of the committee's record."

In 1943, after the Communists had been driven out of the Ukraine and that nation was under Nazi occupation, the report says that "the people of Vinnitsa expressed their concern over

the great number of people who previously, under Communist occupation, had entered the NKVD headquarters (secret police—Ed.). These people were never heard of again. . . this led to an investigation. A total of 38 mass graves were discovered containing the remains of over 10,000 farmers, artisans, workers, and intellectuals. The terrible crime of mass murder has become known as the Vinnitsa Massacre."

For years I have been urging citizens to read reports of all Congressional committees exposing Communism. Read the reports and give your assistance to the loyal patriotic Americans who are working to develop this information so vital to our security.

Tariff Concessions Would Damage Textile Industry

Reduction of existing low tariff rates on cotton cloth and related items with Japan, and with other nations that make tariff concessions to Japan, would not only injure American textile mills and threaten the jobs of many in cloth and garment manufacturing, but would also be damaging to the textile trade of European countries with the United States. W. Ray Bell, president of The Association of Cotton Textile Merchants of New York, stated before the Committee on Reciprocity Information at Washington recently.

In the long run, he added, the current rising volume of Japanese textile imports into the United States, and the expanded volume which still lower tariffs would encourage, would work to the detriment of Japan itself and to United States relations with that country.

The Committee is holding hearings on items proposed by the State Department for tariff negotiation which include the vast bulk of cotton textiles and many fabricated items, together with a substantial range of manufactured garments.

Japan's wage rate advantage of one-tenth the hourly rate of the United States and one-third that of Great Britain, Mr. Bell said, had resulted in a phenomenal post-war recovery of the industry there. Its textile export trade has grown to a point where in 1954 it will equal the combined export of the United States and the United Kingdom.

Even more important, Japanese goods have begun to flow in great volume into the American market. Last year through August, 38 million yards of Japanese goods were

imported here, with 7.6 million reported for September, and with Japan estimating October shipments to this country at 13 million. Japan has taken over the low-end table napery business in the United States and is shipping in kitchen and dish towels sold at prices below American cost of production. The vast concentration of Japanese goods in the print cloth yarn range of fabrics especially is cutting into home and export trade, diluting the price structure, and discouraging market confidence.

Rate reductions designed to stimulate the inflated Japanese textile industry to new peaks are injurious to the European textile trade as well as the American, Mr. Bell declared. Europe currently is enjoying prosperity in textiles in contrast with depressed conditions of some two years in this country. Further undermining of the American markets can adversely affect Europe due to its sensitivity to conditions here. Furthermore, textile tariff concessions with whatever country made tend to benefit only the lowest cost producer, with the overseas trade gravitating steadily to Japan.

Europe is alive to this danger, Mr. Bell said, and cited resolutions passed at Buxton, England, and Copenhagen, Denmark, by the International Federation of Master Cotton Spinners and Manufacturers Associations, opposing admission

of Japan to the General Agreement on Tariffs and Trade, and finding differences in living standards to be "so acute and substantial as to constitute a threat to stability in international trade."

Referring to the interests of Japan itself, Mr. Bell noted that in the 1930s imports of Japanese bleached goods into the United States rose from 51,000 square yards in 1932 to 89 million in 1937, necessitating a Senate resolution and Tariff Commission investigation. As a consequence President Roosevelt boosted tariffs sharply, but still Japanese goods came in. Rates today are far below the rates prevailing prior to that increase, and "nothing—no quota mechanism or other restraint—stands in the way" of this "tide of Japanese imports" coming in over recent weeks and months.

Should this continue, Mr. Bell said, "employees of the domestic textile industry, thrown out of work in unnumbered textile towns, unable to find work elsewhere, and with their relief checks exhausted, are not going to accept their plight lightly." Japan would be "misled" into a "temporary share of markets here" followed by necessary government steps, a quota, quantitative restrictions, or other moves which would have to be taken to protect American mills and jobs. Such temporary cures for Japan's

ills at the expense of industry here would postpone rather than solve Japan's problems to the long term detriment of our relations with Japan.

Men Are Getting Smarter All The Time

One of those things a man has to get used to is a lot of advice from the little woman on how to dress. Down through the ages, men have learned to ignore the advice and slip into sloppy clothes that do nicely from Friday to Monday morning.

But it's a battle. Now comes word of a new trend in men's clothes that may bring peace in the family. Now a man can dress to please the ladies and still spend the week end in solid comfort.

"Men are getting smarter," says Richard Alexander, menswear manager of the National Cotton Council. "They've found they don't have to squeeze into clothes that feel like a suit of armor when company's coming. They can settle for lightweight clothes that well-tailored look and feeling of casual comfort."

Many leading menswear manufacturers have joined in the con-

(Continued on Page 3)

THURSDAY NIGHT IS FAMILY NIGHT



Over twelve million meals served yearly

Blood Means Life to Him



COOLEY'S ANEMIA—This eight-year-old lad, afflicted with dread Cooley's anemia, must have a blood transfusion as often as once every 35 hours in acute stages of the disease. Here he receives a transfusion of blood furnished through American Red Cross. Your blood donations can help victims of this and other blood diseases.

Dial 3-8663 for Service



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Fifty-First Annual Financial Statement

OF THE

Gate City Savings & Loan Association

108-110 S. GREENE ST., GREENSBORO N. C.

December 31, 1954

ASSETS		LIABILITIES	
The Association Owns:		The Association Owes:	
Cash on hand and in Banks	\$ 533,237.59	To Its Shareholders	\$17,139,687.60
U. S. Government Bonds	1,136,693.60	This represents savings invested by our members in installment Thrift Shares, Full Paid Income Shares, and Optional Savings Shares.	
Interest Accrued on Gov't Bonds and Mortgage Loans	44,645.64	Mortgage Loans in Process	374,551.89
Federal Home Loan Bank Stock	292,100.00	This represents loans which have been approved, the papers drawn, signed and recorded, but the funds have not yet been disbursed.	
Mortgage Loans	16,442,572.35	Advances from Federal Home Loan Bank	200,000.00
3318 First Mortgage Loans on Property in Greensboro and Suburbs. All buildings are well insured and insurance policies are held in our vault.		Advance Payments by Borrowers for Taxes and Insurance	123,199.95
Collateral Loans	60,823.61	For Reserve	878,596.06
Loans to savings members against their own accounts as collateral. No loan exceeds 90% of the amount paid and placed to credit of such accounts.		Included in the above is \$5,000.00 specific reserves and \$873,596.06 general reserves.	
Real Estate and Fixtures	189,669.85	Other Liabilities	11,670.09
Our own office building, land and fixtures at 108 S. Greene Street.			
Other Assets	27,962.95		
Total	\$18,727,705.59	Total	\$18,727,705.59

Safety of Your Investment Insured Up To \$10,000
 By the Federal Savings and Loan Insurance Corporation

GATE CITY SAVINGS AND LOAN ASSOCIATION

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GREENSBORO COCA-COLA BOTTLING COMPANY



Salisbury News

By Pauline Safril

Mrs. W. C. Mesimer, who underwent surgery at Rowan Memorial Hospital a week ago, is recovering

nicely.

Earnest Bowers, of 172 Ryan Street, is a patient at Rowan Memorial Hospital where he is being treated for a broken arm. He is employed in the Card Room.

Walter Dewey Fesperman, 54, of 325 North Jackson Street, died Wednesday morning, January 1, at his home. He had been in declining health for two years but death was unexpected.

He was a member of the Calvary Baptist Church.

Mr. Fesperman is survived by his mother, Mrs. Mary Fesperman, three brothers, Fred of Rowan County, W. H. and Robert Fesperman, both of E. Crawford Street,

Salisbury; five sisters, Mrs. J. D. Link of Hopkins Street, Mrs. F. P. Eagle, Mrs. F. L. Koonz, Mrs. R. L. Sides and Mrs. Ada Wessman, all of Rowan County.

Mrs. Harvey L. Hall, of 134 Crawford Street, underwent surgery last Friday at Rowan Memorial Hospital and is getting along nicely.

Mrs. Stella Lake of 85 Kirk Street had as her holiday visitors her children and grandchildren. These included Mr. and Mrs. Cordell Talbert and children, Tommy and Deborah, of Oakdale; Mr. and Mrs. L. C. Lake, of Spencer; Mr. and Mrs. Bill Lake and daughter, Cindy, of Spencer; Mr. and Mrs. Bob Lake and children, Bobby and Linda, of Salisbury; and Miss Mary Alice Cauble of Thomasville.

Communion service and student recognition was observed at the 11 o'clock service last Sunday at Coburn Memorial Methodist Church. Dr. L. B. Hayes administered the Communion and recognized the students.

Bobby Leonard spoke for Pfeiffer College; Mary Lou Harrington for Catawba, and Bob Hall for Duke University. Other college students were also recognized.

At the evening service Dr. Hayes

used the book "The Silver Chalice" to illustrate the Gospel message. The choir sang "Come Into My Heart" by Ashford.

Mr. Arthur Heilig, 63, of 209 Milford Hills Road, died Saturday night, January 1, at 9:30. Funeral services were conducted Monday afternoon at 3:30 at Haven Lutheran Church. Rev. John L. Yost, Jr., pastor and Rev. C. A. Phillips, former pastor, officiated. Burial followed in the Rowan Memorial Park. Mr. Heilig is the father of Mrs. L. E. Copley of Hill Street.

Charles R. Lemley has returned to Southern Baptist Theological Seminary to resume studies after spending the holidays with his parents, Mr. and Mrs. R. B. Lemley, 27 Knox Street, Salisbury. Mr. Lemley will complete his theological training in June.

Stallings Memorial Baptist Church was the setting on last Sunday afternoon at five o'clock when Miss Barbara Joan Thompson became the bride of Bob L. Link. The bride is the daughter of Mrs. Roy Matherly of Salisbury and the late Everett Thompson and the bridegroom is the son of Mr. and Mrs. Walter L. Link.

The Rev. O. D. Moore performed the double ring ceremony and Miss

Mary Dare Moore, organist, and Charles Bolden, soloist, were musicians.

Mrs. Link was graduated from Boyden High School and is employed at Duke Power Company.

Mr. Link graduated from Boyden High School and served four years in the U. S. Navy, one year overseas. He is attending the Salisbury Business College and is employed at the Salisbury Post.

MEN ARE SMARTER

(Continued from page 1)

spicy to put comfort into men's clothes on an equal level with style, Mr. Alexander reports. Most of them use modern winter cottons to achieve this balance—corduroy, cotton flannels, cotton tweeds and other weaves that take well to fine tailoring without loss of cotton's traditional absorbency, comfort and easy care.

"More and more men in metropolitan centers and their suburbs are getting into the spirit of the thing," Mr. Alexander says. "They don't mind dressing up a little if they can still have a lot of comfort."

The men's style specialist listed these items in a typical week end wardrobe that enables a man to look smart and be smart at the same time:

A black corduroy suit with jacket and trousers that can be switched with other items for variety.

A cotton vest, pullover or buttoned, in a plaid of solid color, to add a bright and an extra touch of warmth.

An extra sport jacket to lend the wardrobe more variety, in a fabric like cotton doeskin or cotton tweed which adds texture and contrast to corduroy or plain cotton slacks.

Two cotton sport shirts—one a conservative plaid or checked pat-

tern for wear with either suit, sport jacket or by itself with odd trousers in daytime; the other a more formal pattern, such as a black and gray design with striped front panel, which can do double duty as shirt and outer jacket.

"Black teamed with black is the color news for 1954-55," says Mr. Alexander. Blackened tones of brown, gray and blue, appear in suits, shirts and trousers, and are most effective with touches of color like red piping, plaid vests and bright neckties.

These men's cottons go down the middle of the road, style-wise. They are formal enough to make the ladies proud, and yet they are light enough to be comfortable.

"Nobody wants to go back to the days when you would take off one uniform—your business suit—at the end of the day, only to climb right into another uniform—a heavy sport coat and heavy trousers," says Mr. Alexander. "With these new fabrics, you can dress to please yourself in clothes that are casual and easy going yet eminently correct."

BLOODMOBILE COMING



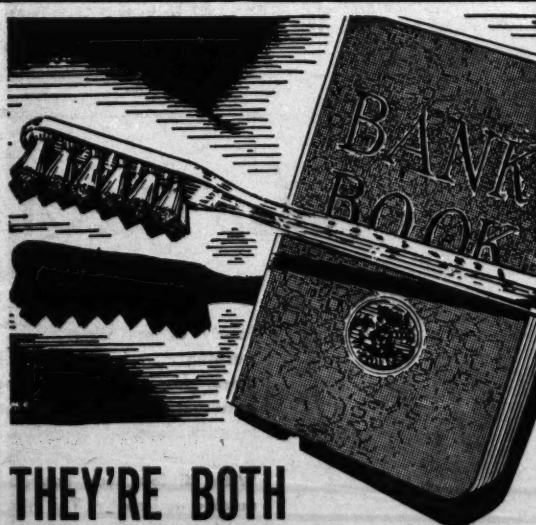
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arranged so that each member
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THEY'RE BOTH A MATTER OF HABIT

Successful saving is like brushing your teeth. It isn't "good intentions" that count, but regular habit. You start—and then you keep it up until it becomes automatic. That's all there is to it, for once learned, the Saving Habit is as easy to follow and as hard to break as any habit. Like all good habits. Savings here with us pays off . . . many times over.

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Statistics Local Church Crusade

SUNDAY, JANUARY 2, 1954

Church	Members	S. S.	Attend.	Worship
Carraway Memorial Methodist	491	367	205	237
Eller Memorial Baptist	1130	700	320	540
Church of God	245	230	155	275
Newlyn St. Methodist	325	228	184	165
Palm St. Christian	234	225	159	248
Proximity Methodist	594	323	230	265
Rankin Baptist	252	236	166	243
Second Pilgrim Holiness	180	230	197	350
16th St. Baptist	565	423	320	540
Stevens Memorial Baptist	280	215	137	194
Revolution Baptist	472	362	202	295
Wesleyan Methodist	105	215	63	140
St. Paul Methodist	199	184	98	163

SUNDAY, JANUARY 9, 1955

Carraway Memorial Methodist	491	367		
Eller Memorial Baptist	1130	700	392	556
Church of God	245	230	154	250
Newlyn St. Methodist	325	228	199	225
Palm St. Christian	234	225	153	258
Proximity Methodist	594	323	206	230
Rankin Baptist	252	236	167	299
Second Pilgrim Holiness	180	230	197	347
16th St. Baptist	565	423	336	583
Stevens Memorial Baptist	280	215		
Revolution Baptist	472	362	206	295
Wesleyan Methodist	105	215	108	150
St. Paul Methodist	199	184	108	145

It Costs Plenty When You Don't Detect Fire at Once

Ten million dollars was the approximate price large stores paid last year for failure to call the firemen on time.

Of the 29 major store fires in 1953, with an average loss of more than \$400,000, National Fire Protection Association records show 27 were cases of delayed detection. With adequate watchman service and automatic fire protection equipment, the fire department could have been summoned in time to keep the fire loss low, the NFPA says.

Five classes of hazards account for more than 80 percent of store fires:

- 1—Careless smoking habits by both store personnel and customers.
- 2—Electrical defects, including inferior wiring, loading circuits beyond intended safe limits, and overheated or defective appliances.
- 3—Faulty operation of heating units, including inadequate clearance around heaters, burning trash in furnaces, and speeding up ignition by adding flammable liquids.



Obey "No Smoking" Signs

- 4—Kitchen hazards, including greasy vents and ducts, unattended burners, combustibles too near stoves.
- 5—Spontaneous ignition of oily rags, oily floor-sweeping compounds. Keep them in closed metal containers.

An advertising sign near Jacksonville, N. C. has this reminder for passing motorists: Drive carefully . . . customers are hard to find.

The average auto of today "lives" to be 14 years old and registers some 120,000 miles on the speedometer before it's junked.

Stop In and See Us . . .

BURGESS BARBER SHOP

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ORANGE CRUSH
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Greensboro, N. C.

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- Natural Gas Heat • Selected Oak Flooring
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- Connection for Washing Machine
- Ample Closet and Storage Space

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\$650.00 FHA (Cash) \$56.00 Per Month

\$400.00 G.I. (Cash) \$56.00 Per Month

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Exciting Little Maternity "extra"!

A flattering little jacket of checked rayon taffeta that will enliven any "waiting" wardrobe.

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"Shop While You Wash"

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Sleep Better- Feel Better- with Guilford Dairy Milk

Get the healthful Milk-at-Bedtime Habit

Right at bedtime a glass of milk relaxes you all over, helps you sleep more soundly. That's because milk soothes you and aids circulation. If you drink milk warm at bedtime, it's even more relaxing and calming.

Drink 3 glasses
of Milk every day

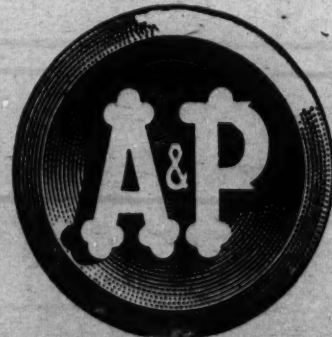


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Textile Ministers Hear Mrs. O. H. Folger

Members of the Textile Ministerial and Religious Workers' Association heard Mrs. O. Herschel Folger, past president, and member of the local Chapter of Church Women, who presented the work of the Chapter in this area, and pointed out the benefits of all churches becoming affiliated with the chapter that was organized in 1920 and gathered sufficient momentum until it became an international organization in 1927.

It seeks to promote through its efforts a program of three major objectives. These are: World Day of Prayer in February, World Day of Fellowship in May and in November, World Day of Peace, calling upon all churches, and organized groups of all faiths, races and creeds, working as a corporate group broken down into their respective fellowships, bringing together men and women of all races, cultures and religions. They feel that if we know each other and understand each other, we will find ways of living together in peaceful surroundings. Any organized church group, such as the Society of Christian Service, the Women's Missionary Union, Missionary Society, or educational group in a church, the president, executive officers, or such other representatives as might be elected by the local group could have representation in the Council of Church Women.

BOWLING NEWS



By Maxine Allen

The newly organized Women's Bowling Leagues started off with a bang January 6 and 7, with eight teams participating in two leagues. On Thursday night the Lucky Strike team walked away with high team total pin honors, 1259, and in doing so, defeated the Hot Shots three games. Their 437 single game was high for the evening, as was a 98 single game, bowled by Ann Shipwashed, J. Rayle, of the Lucky Strikers, and S. Carter, bowling for the Pin Poppers—a three way tie.

High "man" bowling for the temporarily unfortunate Hot Shots was Sharon Kincaid, with 256.

The Pin Poppers, rolling 1253, defeated the Tigerettes three games. A Hudson rolled 269, high set for the winners, and S. Carter bowled high game, 98. For the losing Tigerettes, Ruth Owen, league secretary, was high with a 262 set, and an 89 single game.

Next week the Pin Poppers meet the Lucky Strikers at Proximity, and the Tigerettes bowl the Hot Shots at White Oak. These matches should prove interesting, so why not take the evening off and visit a Y to support your favorite team.

Friday Night Results

On Friday night, the Go Getters defeated the Alley Cats three games with a 1184 set, high set for the league so far this season. Jean Gregory was high for the winners and league, with a 278 set, and also walked away with high game honors, 108. For the losers, Betty Bryant was high with 243.

The Lucky Fivers managed to win two from the Wood Choppers, with Captain Minnie Wood boosting her team along with a 260 set, and a high 106 game. Ila Roberts, of the Wood Choppers, bowled 245, high set for her team.

Next week the Alley Cats bowl the Lucky Fivers at Proximity, and the Go Getters meet the Wood Choppers at White Oak.

1955 Maid of Cotton Visits New York Textile Group

NEW YORK, January 13—Predicting a new year of growing public popularity of cotton fabrics, Miss De Lois Faulkner, Maid of Cotton for 1955, paid a visit to the New York City textile markets today and was chosen president-for-a-day of The Association of Cotton Textile Merchants of New York.

Miss Faulkner, now preparing in New York for her national and international tour in promotion of cotton and cotton goods, presided over a special meeting of the Association's Board of Directors at 40 Worth Street, and was the guest of a special reception committee of the City's textile executives at a luncheon held at the Arkwright Club. She was presented with a replica of the Association's "great gavel."

The Maid of Cotton from Sallisaw, Okla., was welcomed by W. Ray Bell, president of the Association. At the subsequent luncheon meeting Ernest Stewart, sales promotion manager of the National Cotton Council, outlined the significance of the annual Maid of Cotton contest and tour, indicating that it was directed at building cotton's high fashion prestige which would lead to consumer approbation of the fiber at all levels of fashion and distribution of cotton products.

Miss Faulkner this year will visit 34 American and three Canadian cities, he indicated, after which she will tour London and Manchester, Paris and Frankfurt, Milan, and finally Brussels where she will be guest of the International Cotton Textile Exhibition. The contest and tour are jointly sponsored by the Cotton Exchanges of New York, New Orleans, and Memphis, the Memphis Cotton Carnival Association, and the National Cotton Council.

Cone Mills Introduces Vari-Wale Corduroy

A new offering in corduroy is Vari-Wale, a line of woven stripe corduroy in twelve fashion and interior decorating colors. The technique employed gives the effect of a satin stripe on corduroy and adds a new dimension in surface interest to the fabric.

Vari-Wale is a pinwale construction, 41" in width, and is available in three stripe variations in the following colors: sungold, turquoise, red, avocado, pearl gray, suede brown, pink, campus green, charcoal, maple, starfire, blue and royal.

Reception has been good among fashion leaders who have previewed the line, both because of its newness of style and its natural adaptability to myriad end uses in women's sportswear, separates, rainwear, "at home" clothing and robes. Manufacturers of men's wear have liked its effect for shirts and sportswear.

The home furnishings trade, which has so strongly indicated its preference for corduroy in all types of decorating, has welcomed the elegance it lends to bedspreads, studio couch and bolster covers, slip covers, cafe curtains, draperies and throw pillows.

Infant and Pre-School Clinic

White Oak—Revolution—Proximity

Children attending the Infant and Pre-School Clinic on Wednesday afternoon were Jimmy Anderson, Deborah McDaniel, Robert Duncan, John Frazier, Katrina Frazier, Randolph Lambert and Cathrine Wray.

Three immunizations and three vaccinations were given by R.N. Mrs. Margaret Haverlack assisted by Mrs. Stoni Johnson.

Educational Programs Next Week On TV

This Sunday, January 16, Dr. Frank C. Baxter, a college professor of literature and a Shakespearean scholar, will depart from Shakespeare to discuss a modern classic on his afternoon program, "Now and Then." The book is "Spoon River Anthology," Edgar Lee Masters' unusual book of epigrams, in which a whole town is immortalized by its tombstones. The long epic poem was written in 1915 and now is regarded as one of modern literature's important contributions. Reading from the collection, Dr. Baxter will dwell upon some of his favorite characters, the blind Fiddler Jones; the town gambler Ace Burton; Anne Rutledge, the mother of Abraham Lincoln; and Lucinda Matlock, who dying after 96 full wonderful years, says: "It Takes life to love life." "Now and Then" is seen at 3:00 p.m.

The tense drama of the Civil War is re-enacted when "You Are There" offers "The Death of Stonewall Jackson" Sunday at 1:30 p.m. Just as the South was beginning a march to victory in May of 1863, the Confederate hero fell, shot by one of his own men, who mistook him in the dark for an enemy. His death weakened the morale of the company, but more than that the army missed the military strategy which distinguished him as one of the great military strategists of the 19th century.

"The Search" under the guidance of Charles Romine, gives viewers the latest news on research projects being conducted in various universities over the nation. Sunday at 4:30 p.m., the University of Michigan explains its program, still in the experimental stage, of enabling foreigners to grasp a basic vocabulary and understanding of the English language in eight weeks. The university feels that the program will bring about better foreign relations and international goodwill by enabling the United States to import more foreigners. The language barrier which the complicated English language now presents, if overcome, could bring much research and many new ideas to our country and to others.

Another program of unusual interest this Sunday is Ed Sullivan's "Toast of the Town." Sullivan has invited Gian-Carlo Menotti and the cast and orchestra of "The Saint of Bleeker Street" to be on stage guests, presenting some of the highlights from this remarkable opera. Hailed as one of the most important developments in the American theatre, Olin Downes of the New York Times says of this opera: "It is also the latest example of the method and dramatic instinct which has enabled Mr. Menotti to create opera form singularly of our time and intelligible and communicative to the public." The Italian-born Menotti has long been one of the finest serious modern composers, and possesses another outstanding quality: he writes opera that is to be seen, as well as heard. To understand this, it might be noted that one of the major roles in "The Medium" (an earlier opera) is that of a mute boy. Another previous work was written experimentally for the medium of television, and "Amahl and the Night Visitors" was given its initial performance on TV a few years ago, with great success. At 8 p.m., "Toast of the Town" will present part of the anxiously-awaited new opera, "The Saint of Bleeker Street."

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Funeral Is Held For E. E. Hayes

Funeral for Edgar Everette Hayes, 46, who died at 9:45 a.m. Thursday, January 6 at his home, 2319 Hubbard Street was held at 2 p.m. Saturday, January 8, at Lambeth Chapel.

The service was conducted by the Rev. W. L. Bennett, pastor of the Sixteenth Street Baptist Church, and the Rev. Charles L. Stout, pastor of the Second Pilgrim Holiness Church. Burial was in Lakeview Memorial Park.

Hayes, a 30 year employee of the White Oak Plant, was a native of Carroll County, Virginia. He had been a Greensboro resident for 38 years. Hayes had been in declining health for a year and seriously ill for two weeks.

Surviving are his wife, the former Marjorie Andrews; five sons, Billy D. Hayes of Ft. Meade, Md., Ronald Hayes of the Scott Air Force Base, Ill., and Wayne, Jimmy and Edgar Hayes, Jr., all of Greensboro; two daughters, Misses Peggy and Lavina Hayes of the home; his parents, Mr. and Mrs. James T. Hayes of Greensboro; and one sister, Mrs. Carl T. Clark of Greensboro.

Legionnaires To Hear About Bloodmobile

Norman L. Pikelton, president of the Cone Toastmasters Club, will speak tonight in the legion hall at 7:30 to Cone Post 386, American Legion, on the forthcoming visit of the Red Cross Bloodmobile. Commander Lloyd Parsons will preside.

In order for a legionnaire to qualify for a legion "go-getter" award all membership applications must be turned in to the adjutant at this meeting.

After the business session a bingo party will be held.

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CONE MILLS WELCOMES

(Continued from page 1)
view with the best picture will be coming into homes from Channel 2 studios.

A smaller studio, 30 by 40 feet, is where the permanent kitchen unit is located. This is used for regular cooking programs and commercials.

Power Increase
Coupled with the move to the new building, which is eight times as large as the old station on N. Davie Street, is an increase in power by six times. Now on 100,000 watts of power, with a 750 foot transmitting tower, WFMV-TV's signal goes much farther. Now "Channel 2 Land," as the station management prefers to call it, consists of two million people with 300,000 sets.

Ready for Color
The station can also transmit to

these millions of Piedmonters, color television programs. Already WFMV-TV has telecast "Arsenic and Old Lace" in color from the CBS network, and many more are scheduled to be seen in the new color system. Black and white set owners, however, will still continue to get fine reception from all shows emanating from the new Channel 2.

TO DONATE BLOOD

(Continued from page 1)

is in charge of physical facilities and equipment needed for setting up the Bloodmobile.

Cards on which to make pledges to donate blood are in the hands of members of all these groups and persons wishing to donate are urged to secure one as soon as possible, indicating the time most convenient to them to make their donation. Men and women between

the ages of 18 and 59 are eligible to donate, with persons between 18 and 21 needing written parental consent unless they are married. A local volunteer doctor will make a medical check of each person coming to the Unit to determine if he, or she is physically able to give.

Mr. Winston, Blood Program chairman expressed his appreciation to the men and women who are sponsoring this community service. "We are counting on a fine response to this visit for we believe that the people of this community know how urgent it is that an adequate supply of blood be available for immediate use to any patient needing it in our Greensboro-Guilford County hospitals. They know, too, that blood cannot be bought here. Since the doctors and hospitals asked the Red Cross to undertake this service in July 1952, all blood used locally is made avail-

able through the Red Cross without charge for the blood itself to anyone needing it. There is a hospital laboratory fee of \$10.00 for necessary technical services in connection with each transfusion."

Mr. Winston pointed out also that whole blood has become increasingly important in medical treatment, with large quantities being used each month. In December 1954 alone 403 pints of whole blood and 16 units of serum albumin, a blood derivative were used in local hospitals.

Craft Classes

Those interested in enrolling in craft classes at Cone Memorial YMCA are asked to get information and registration cards from Mrs. Frances Funderburk at either branch of the Y.

Mens Wear
Boys Wear
Shoes
Work Clothes

Why Pay More

Cigars
Cigarettes
Tobacco

\$2.95 Mens

Overalls

Special Lot Close Out

High Back \$2.38
Low Back

\$1.50 Mens

Socks

Fancy Patterns

8 Pair for 97¢

\$3.95 Mens

CORDUROY Shirts

All Colors

\$2.97

69c Mens

Tee Shirts

White Full Cut

39c
2 for 75c

CIGARETTES—All Popular Brands

PALL MALL, HERBERT TAREYTON, PHILIP MORRIS, CAMELS, LUCKY STRIKE, OLD GOLD, KOOL, PIEDMONT, FATIMA, RALEIGH, CAVALIER, etc.

\$1.50 Mens

Shirts

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All Sizes 89c

16 1/2c Pack --- \$1.64 a Carton

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\$1.79 Bed Size

Blankets

Plaid Flannel

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Work Pants

Khaki or Grey

Full Zipper All Sizes 2 Pair for \$5

\$2.19 Mens

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8 oz. Denim Zipper Front

\$1.64

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Sweat Shirts

Sport Style

\$1.87

\$1.50 Pint

Vacuum Bottle

97c

OPEN EVERY MORNING AT 8:30

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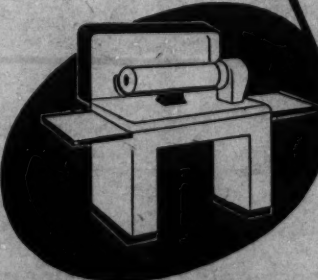
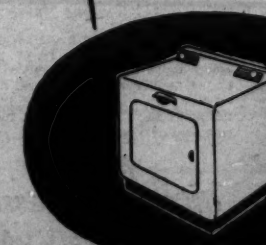
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